1. A liquid crystal device comprising

a transparent front plate;

a back plate spaced apart from the transparent front plate;

a cholesteric liquid crystal material between said transparent front plate and said back plate, said cholesteric liquid crystal material having a reflective state wherein said cholesteric liquid crystal material reflects light through said front plate, said light characterized by a first wavelength in the absence of an applied electric field; and

means for applying an electric field to said cholesteric liquid crystal material in the reflective state to cause said cholesteric liquid crystal material to reflect light characterized by a second wavelength different than said first wavelength.

2. The cholesteric liquid crystal device of claim 1 wherein the cholesteric liquid crystal material in said reflective state comprises molecules in a helical arrangement having a helical axis in a first direction, and said means is adapted to apply an electric field in a second direction nonparallel to the first direction.

3. The cholesteric liquid crystal device of claim 2 wherein the cholesteric liquid crystal material in said reflective state is characterized by a first pitch in the absence of an applied electric field and wherein said means is adapted to apply an electric field effective to produce a second pitch different from the first pitch.

4. A liquid crystal display device comprising

a transparent front plate;

a back plate spaced apart from said front plate;

a cholesteric liquid crystal layer between said transparent front plate and said back plate, said cholesteric liquid crystal layer comprising a cholesteric liquid crystal material switchable in response to an applied electric field applied along a first direction between a transparent state and a reflective state, said cholesteric liquid crystal material in said reflective state being effective to reflect light characterized by a first wavelength through the transparent front plate; and

means for applying an electric field to said cholesteric liquid crystal material in a second direction distinct from to the first direction to cause said cholesteric liquid crystal material in the reflective state to reflect light characterized by a second wavelength different than said first wavelength.

5. The liquid crystal display device of claim 4 wherein the second direction is perpendicular to the first direction.

6. The liquid crystal display device of claim 4 wherein the first direction is perpendicular to the transparent front plate.

7. The liquid crystal display device of claim 4 wherein the first wavelength corresponds to light having a blue color.

8. A liquid crystal display comprising

a transparent front plate;

a back plate spaced apart from said front plate;

a cholesteric liquid crystal layer between said transparent front plate and said back plate and having a region, said cholesteric liquid crystal material comprising a cholesteric liquid crystal material switchable between a transparent state and a reflective state wherein said liquid crystal material reflects light having a first wavelength through said front plate;

first electrodes adjacent said cholesteric liquid crystal material layer at said region for applying a first electric field to switch said cholesteric liquid crystal material between the transparent state and the reflective state; and

second electrodes located adjacent said cholesteric liquid crystal material about said region for applying a second electric field across said region to cause said liquid crystal material at said region to reflect light at a second wavelength different than said first wavelength.

9. The cholesteric liquid crystal display of claim 8 wherein said first pair of electrodes apply the first electric field along a first direction perpendicular to the transparent front plate, and

wherein the second pair of electrodes applies the second electric field along a second direction perpendicular to the first direction

10. The cholesteric liquid crystal display device of claim 8 wherein the cholesteric liquid crystal material reflects blue light in the reflective state in the absence of a second applied electric field.

11. The cholesteric liquid crystal display of claim 8 wherein the second electric field is obtained by applying a voltage across the second electrodes between about 5 to 500 volts.

12. A cholesteric liquid crystal display device comprising

a transparent front plate,

a back plate spaced apart from the transparent front plate,

a layer between the transparent front plate and the back plate and comprising a plurality of pixels, each said pixel comprising a first subpixel and a second subpixel adjacent the first subpixel, said layer composed of a cholesteric liquid crystal material switchable between a transparent state and reflective state, wherein said cholesteric liquid crystal material in said reflective state reflects light at a first wavelength in the absence of an applied electric field,

first electrodes at said first subpixel for applying a first electric field in a first direction to switch said cholesteric liquid crystal material at said first subpixel between the transparent state and the reflective state,

means for applying a second electrical field at the first subpixel in a second direction different from the first direction to cause said cholesteric liquid crystal material at said first subpixel to reflect light at a second wavelength different from the first wavelength, and

electrodes at said second subpixel for applying an electric field to switch said cholesteric liquid crystal material between said transparent state and said reflective state, such that said electrodes at said second subpixel switch said cholesteric liquid crystal at said second subpixel independent from the first subpixel.

13. The cholesteric liquid crystal displaying device of claim 12 wherein said means for applying a second electric field at the first subpixel comprises a pair of electrodes distinct from the electrodes for applying the first electric field.

14. The cholesteric liquid crystal display device of claim 12 wherein said second subpixel reflects light of a first color and wherein said first subpixel reflects light of a second color distinct from the first color, and wherein the light from the first subpixel and the second subpixel combine such that light from the pixel is perceived to be a third color.

15. A method for operating a cholesteric liquid crystal device comprising a cholesteric liquid crystal material, said method comprising

applying a first electric field in a first direction to the cholesteric liquid crystal material to switch the cholesteric liquid crystal material between a transparent state and a reflective state, wherein the cholesteric liquid crystal material in said reflective state reflects light characterized by a first wavelength in the absence of an applied electric field, and

applying a second electric field in a second direction to the cholesteric liquid crystal material in the reflective state to cause said cholesteric liquid crystal material to reflect light characterized by a second wavelength distinct form the first wavelength.

16. The method of claim 15 wherein the second electric field is obtained by applying a voltage across the second electrodes between about 5 to 500 volts.

17. The method of claim 15 wherein the first wavelength corresponds to a blue color and wherein the second wavelength is greater than the first wavelength to correspond to a color with the green or red ranges.